BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	**6: Specialist Tourism**
Learning aim	A: Investigate the variety of specialist tourism choices and providers
Assignment title	The Specialists
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work as a trainee travel consultant in an independent travel agency in your local area. Your manager is keen to increase the range of specialist tourism products and services offered by the agency. She wants to make sure that she bases her plans on current information. She has asked you to produce a report for her, investigating the variety of providers in the specialist tourism sector and their different roles. Your report should be well-structured, checked for accuracy and provide clear evidence of your independent research.

Task 1	Your report should: ● explain and analyse the variety of special interest tourism choices available to customers, referring specifically to specialist tourism choices in four contrasting attractions (two natural and two built) in different geographical regions. ● analyse and compare the roles of different types of specialist tourism providers including specialist tourism providers and mass-market tour operators.

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	● give a comprehensive evaluation, drawing conclusions on the importance of different types of specialist tourism providers and mass-market tour operators in relation to holidays in four contrasting attractions (two natural and two built) in different geographical regions.
Checklist of evidence required	A report
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
Unit 6/A.P1	Explain the variety of specialist tourism choices available to customers, referring to two natural attractions and two built attractions.
Unit 6/A.P2	Compare the roles of different types of specialist tourism providers in the sector.
Unit 6/A.M1	Analyse specialist tourism choices available to customers and the role of different types of specialist tourism providers.
Unit 6/A.D1	Evaluate the importance of different types of specialist providers in the sector.
Sources of information to support you with this Assignment	**Books** *World Travel Atlas (11th edition)* Columbus Travel Publishing *Tourist Attractions and Events of the World (3rd edition)* Columbus World Publishing Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson **Websites** www.aito.com www.worldtravelguide.net www.abta.com www.theuniquetraveller.com www.tui.co.uk www.thomascook.com www.expedia.co.uk www.travelrepublic.co.uk **Other** Online and paper based brochures produced by specialist tourism providers.
Other assessment materials attached to this Assignment Brief	n/a